

THE IMPACT OF PRODUCT PACKAGING ON CONSUMERS' PURCHASING BEHAVIOR IN BENIN METROPOLIS, EDO STATE, NIGERIA

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Abstract

This research investigated the impact of product packaging on consumer buying behavior. Poor packaging can dissuade consumers from buying product. In addition, a poorly packaged product poses serious problem to salesmen, since it will require enough explanations to persuade customers to buy the product. Customers dislike shabbily packaged products. Good and attractive product packaging influence consumers buying behavior by making them to buy product and always patronize product. A survey was used for this purpose. The data collected from the questionnaire instrument were analyzed using percentages and Multiple Regression. The research findings show that a significant and positive relationship lies between the independent variable, attractive packaging, value and quality of packaging, impulse purchasing and the dependent variable consumer buying behavior. A negative relationship exists between the independent variable shabby packaging and the dependent variable consumer purchasing behavior. We conclude that attractive packaging influences consumers purchasing behaviour, adds value and quality to product, appeal to customers and also induces impulse purchasing. We recommend that to be able to be sustainable in present day competitive and computerized market, firms should be able to balance both packaging and quality to meet the level of cost they need as well as build customers confidence, loyalty and continuous patronage.

Keywords: Consumer Behavior, Product, Impulse Purchasing, Packaging, Purchasing Intention, Attractive Packaging

INTRODUCTION

Product packaging influences consumers buying behavior by persuading them to buy the product. Companies that do not bother much about packaging because they believe once the product is of good quality, consumers will buy, perform abysmally because of lack of patronage from customers. Some firms think that they can cut corner by going for cheap and unattractive packaging. These type of firms soon realize after the costly mistake has been made that it is better to use good and attractive packaging. This Luke-warm attitude towards adhering to proper packaging has sent many companies into oblivion, because of low patronage from customers. This occur mostly when they fail to project the value of their products through attractive packaging. Poorly packaged products dissuades consumers from buying the product no matter the price. Poorly packaged products poses serious problem, since it will require enough explanation to persuade the customer to buy the product. Poorly packaged product is rated low and affects consumers, when considering values and price of the products. According to Lifu (2003), shabbily packaged product affects consumer buying decision and it does not appeal consumers. Packaging influences consumers to the extent that it determines whether a consumer comes back for more products or not.

Attractive packaging calls for repeated patronage from consumers, which enable the firm to generate profit. In the view of Best (2002), attractive packaging creates value by helping consumer decision process.

Product packaging is an essential marketing mix that projects firm brand image, which is designed to convey image of high quality (Ulrich, Campana & Malkewitz, 2010). Product packaging is the final stage of production and plays vital role in production activities. Attractive packaging can also induce impulse purchasing. Scot (2008) states that attractive packaging can attract customers to try product at first sight.

This research will sensitize firms in the importance of adhering to good and alterative packaging and the consequences of not using them. When firms are sensitized on the importance of using attractive packaging, they will start packaging with outstanding design, which will easily draw customers attention. Firms will start to use vivid colour and pictures to convey appeal to customers in their product packaging. This action of the firm in using high quality attractive packaging will call for repeated purchase from customers and thus enable the firm to remain in business. Products with attractive packaging create market for firm than its promotional activities. Consumers most times are attracted at first sight to the packaging style of a product (Terblanche, 2006). This research will enable firms to create value on their products by using attractive packaging which will in turn influence customers purchasing choice. This study will also create awareness on the need for periodic assessment or reappraisal of

packaging materials and design with respect to the present day need of the consumers. This will be done by firms product development section under marketing to suit consumers desire. Packaging materials become obsolete overtime and needs upgrading to current customer preference. When this critical aspect of projecting the value of product is ignored, it could lead to low sales turnover and back log of unsold inventory. This can strangulate the activities of the firm and lead to worm up of close shop. This will be a bygone after implementation of this research report. Apart from the vital function of upgrading the product value periodically, firms will come to recognize product packaging as an advertising medium and save money meant for advertising.

Objective of the Study

This study attempts to determine the impact of packaging on consumers purchasing behavior. In specific terms, the objective of this study are to:

- i. assess the relationship between attractive packaging and consumer buying behavior.
- ii. ascertain the relationship between value and quality of packaging and consumer buying behavior
- iii. establish the relationship between shabby packaging and consumer buying behavior
- iv. identify the relationship between impulse purchasing and consumer buying behavior.

Statement of hypotheses

The following null hypotheses were also formulated to guide this study.

- i. H_{01} : Attractive packaging has no positive relationship with consumer buying behaviour
- ii. H_{02} : Value and quality of packaging has no positive relationship with consumer buying behavior.
- iii. H_{03} : Shabby packaging has no positive relationship with consumer buying behavior
- iv. H_{04} : Impulse purchasing has no positive relationship with consumer buying behavior

LITERATURE REVIEW

Conceptual Review of Literature

Concept Packaging

Packaging is a primary marketing mix function that gives form to a product and also serves secondary function of promoting and advertising product. Packaging protects and enhances product. Packaging enables products to be easily identified and promotes brand at the point of purchase and even at use (Perreault and Mccarthy, 2005).

Packaging should be aesthetically pleasing and be distinctive enough to stand out when placed side by side with competing brands on the shelf. Packaging labeling apart from providing certain kind of information that may be weight, volume and ingredients may be used to advertise the product by inscribing a well designed promotional message on the package (Peter-Texeira and Badrie, 2007).

In addition to the above consideration, decision also have to be made regarding what package sizes to produce, sometimes for certain product packaged, sizes are most popular with certain classes of buyer (Peter-texeria and Badrie, 2007)

Concept Consumer Buying behaviour

Consumer buying behavior is defined as the mental, emotional and physical activities that people engage when selecting, purchasing, using disposing of products and services in order to satisfy needs and desires (Schifinan & Kanuk, 2009). It includes purchasing and other consumption related activities of people engaging in exchange process (Michael, 2005). Solomon, Bainossy, Askegaard and Hogg (2006) defined the term as the study of the process involved when individuals or groups, select, purchase, use dispose of products, service, ideas or experiences to satisfy needs and desire.

Factors Influencing Consumer Behaviour

Consumer buying intentions are influenced by economic, psychological, social and cultural factors.

Economic factors

The key economic factors influence buyer behavior are income and expenditure patterns, prices of products and prices of complementary and substitute goods, and elasticity of demand (Abraham, 1997; Kotler, Armstrong, Sander and Wong, 2001).

Income and expenditure pattern

Total household income less taxes on income is called disposable income. The portion of disposable income that is left over after expenditures on food, housing, clothing and other necessities is called discretionary income, which is available for expenditure on luxuries and other non essentials. The first pattern study of consumer spending patterns was published by a German statistician Christian Ernest Engel in 1997 (Abraham, 1997). He found that as family income increase, the percentage spent on clothing, housing and household operations will be roughly constant and the percentage spent on all other categories and the amount saved will increase (Abraham, 1997).

It is important to note that as family income increases, more money in absolute amount will be spent on all categories, the increase and decrease occur as a percentage of the total. Engels law provide only rough guides since many factors other than income affects expenditures and the law may be relied upon when precise data on consumer spending are not available (Abraham,1997).

Elasticity of demand

An alternative view of expenditure is to consider income elasticity of demand which is define as the percentage change in the quantity of commodity consumed divided by change on income. The computed income elasticity could then be compared across products and across countries at different level of economic development.

Engel's first law is reflected in the marked difference in income elasticity of demand for food between poor and rich countries. In every poor countries an increase of 1 percent on the average income per capital may lead to an increase of food consumption per capital of 0.5 – 0.7 percent, that is the income elasticity of demand may be as high as 0.5 - 0.7. In the richest countries of world it is about 0.1 or even less. If incomes are already high, further increase will not influence food consumption substantially, but in a poor population a large share of additional incomes will be spent on food (Abraham, 1997).

Psychological variables

An important factor in the buying decision is the buyer himself. Why does he want to buy the item? Is the type of person he is related to have the desire to buy the item? How does he receive and organize information about the item? How does he feel about the item? What does he know about the item? These questions are probing the effects of the internal psychological forces of motivation, personality, perception, attitudes and learning for any given buying situation, one force may be dominant or multiple forces may be at work.

Motivation: It is the driving force behind behavior and it is often used synonymous with wishes, needs and desires. An understanding of motivation would seem to explain a good deal of buyer behavior and would answer the “why” question involved in a purchase decision. Research on this variable has however been elusive. The fact is that purchase behavior may be determined by a host of motives, some of which may be subconscious. A person buying motivation arises from the psychological needs. When a need reaches to a sufficient level of intensity, it becomes a motive. Consequently, a motive drive a person to act in other to seek satisfaction (Kotler et al, 2001: 204).

Personality: It is a person's consistent way of reacting to the world, in an outgoing manner (extrovert) or in a withdrawn and inwardly directed manner (introvert). It is the unique psychological characteristics that lead to relatively consistent and lasting responses to one's own environment. Some examples of personality traits are self-confidence, dominance, sociability, defensiveness etc (Kotler et al, 2001: 204). Personality have influence on buying behavior. Customers who are high in sociability have a tendency of spending regularly.

Perception: It is the process by which a person selects, organizes and interprets information about an object. Information about an object may be filtered or selectively received by the person, so that some distortion may occur, what gets through may be interpreted in different ways. Thus, perception may not be correct. Products from certain countries may be perceived as of high quality when they are not or they may be seen as inferior when they are quite good (the letter in the case of some made - in – Nigeria goods)

A motivated individual's actions are guided by his/her perception of the situation. Perception in this case is what an individual thinks about a particular product/service. Two people motivated by the same need may not end up having the same need as they have different perception. (Kotler et al, 2001:208).

Attitude and preferences: An attitude is a learned predisposition to react to an object in a certain way positive or negative. It describes one's feelings in terms of liking or disliking the object. A preference is the condition of liking one object better than another. A positive attitude will lead to purchase of an item but a negative attitude will not (Kotler et al, 2001: 201). A major task of advertising is to induce positive buying attitudes towards the product. Behavior itself may affect attitude even as attitude affects behavior. A person may not have been interested in a particular product and may have had no attitude towards it, but on trying it he develops an attitude positive or negative or a person may have had a negative attitude before trying a product and then modifies the attitude to positive after trial (Kotler et al, 201).

Learning: It is a more or less permanent change in behavior that occurs as a result of practice or experience. Learning is the interplay of drive, stimuli, cues, responses and reinforcement (Kotler et al: 209). Learning lead to the formation of habits and attitude towards a product/service.

Consumers acquire tastes and preference through learning, for example, taste for foreign wines and music has to be learned or developed. By repeated purchase of a brand of a product class, a satisfied consumer may develop a strong preference for that particular brand, he there by becomes brand loyal and purchases by habit. It would appear that the brand loyalty especially to certain imported items is strong among buyers in urban centers in Nigeria. Examples are peak brand of evaporated milk, already made Italian and Chinese made garments and shoes and Toyota brand of cars etc.

Social and cultural influences

Social Influence: Man is a social being and his behavior is influenced by other persons and by groups he belongs to or aspires to belong (called reference groups). Family members, friends and neighbors and work associates are familiar examples of people who influence us. Social conformity is strong in buying decisions. It is sometimes surprising how many things we own are also owned by people we associate with. (Perreault, Jerome & McCarthy, 2005). An individual buying decision is not only affected by frequent decision with friends, but by observing their behavior in everyday life (Perreault et al 2005; Arnould & Thompson, 2005). A satisfied customer will surely recommend his choice of product/service to his / her friends. Purchasing decision for certain product categories, especially those that are conspicuously consumed are particularly susceptible to social influence. Examples can be found in clothes, car for men, clothes and jewelry for women and home furnishing and durable goods for household on which friends, relatives and neighbors exert considerable influence (Perreault et al 2005; Michael 2005).

Cultural Influence: People live in cultural milieu that embraces values, morals, customs, art and language. Culture exerts a broad influence on buying behavior, and determines the kind of products that may be used by the people (Arnould & Thompson, 2005; Perreault et al, 2008). For example, Muslims would not touch pork or alcohol. More importantly for marketing, culture and tradition determine the openness of a people to new ideas and their willingness to try new products and services. In Nigeria, the ethnic groups in the Northern states have been more tradition-bound and less apt to embrace Western style of education and consumption of material goods than ethnic groups in the south. This difference is as a result of the south's longer contact with Western influence (Abraham, 1997).

Theoretical Review of Literature

Advancement in packaging technologies has helped extend product shelf life beyond limits previously considered unattainable. Food engineers have been known to use preservatives and ingredients to extend the shelf life of perishable products. This results in loss of tastes and natural flavors of products to the displeasure of consumers (Peter Texeria and Badrie, 2007)

When faced with buying decision, consumers use information on product packaging for choosing a product over competing products. This indeed is true of packaging with vivid colors and pictures to convey appeal to consumers. The ever-increasing competition in today's computerized marketing has made firms to exhibit distinctive competitiveness in almost all aspects of their products and sales by using good and attractive packaging (Lifu, 2003). Product

packaging projects firms brand image, which is sometimes designed to convey images of high quality, while at other time signaling affordable price (Ulrich et al, 2009).

Product packaging is the final stage of actual production, it is a very important aspect of production activities. Packaging establishes a direct link with the consumers at the point of purchase as it can influence the perceptions they have for a particular brand. According to Vani, Babu and Panchanatham, (2010), early packaging considered only a container to put a product in, but today, research focuses on packaging at the beginning of the product to the development stage itself. A good packaging sometimes gives a firm more promotion effect than it could get with advertising.

A protective packaging is very important to manufacturers and wholesalers. They sometimes have to pay the cost of goods damages in shipment. Retailers need protective packaging too. It can reduce storing costs by cutting breakage, spoilage and theft. Good packaging also save space and are easier to handle and display (Perrault and Mccarthy, 2005)

Branding and packaging can create new and more satisfying product. Packaging offers special opportunities to promote the product and inform customers. Variations in packaging can make a product attractive to different market.

Empirical Review of Literature

Lifu (2012) in his research on the effects of packaging on buying choice, showed that majority of respondents used in the study believed that the choice of buying a product is determined by the product packaging. He argued that the perceptions of respondents towards the value added to packaging vary as majority of the consumers believe that good and attractive packaging adds values and quality to the product.

Lifu(2012) also found that consumers who are illiterates buy products by their packages, which perhaps they are used to and are easily identified when sighted from distance. His overall assessment showed that majority of respondents buy a product on mere packaging, which adds values as well as appeal to the consumers at first sight. The result corroborates the findings of Best (2002) and Terblanche (2006), that consumers most times are attracted at first sight to the packaging style of a product, which perhaps create value by assisting consumers decision process. From the above findings, Lifu argues that product packaging is a crucial issue that must be taken seriously, when considering product design and decision. He further emphasized that the benefit of expensive packaging are enormous. It is an important marketing mix that must be looked into seriously, if a company want to remain in business and in present atmosphere of competitive market. Silayoi and Speece (2004) found packaging as an important element in marketing mix, and also stated that most durable shopping decisions are made at the

point of purchase. They further argued that packaging remains a key factor in the consumers purchasing choice. According to them, the cost of packaging should not exceed the benefit, otherwise it should be discouraged. On the other hand if the benefits exceed the cost, then it is worthwhile and should be executed.

The findings that attractive packaging appeals to consumer buying choice was further confirmed by Scott (2008). Good packaging according to Scott, assists consumers to be comfortable with the new product, lower their perceived risk, thereby reinforcing their decision to purchase.

Attractive packaging reduces advertising cost especially when products are displayed conspicuously such that consumers can see them to attract their attention. In this respect, the firm does not require so much advertisement (Best, 2002).

Other authors have studied the impact of product packaging on consumers buying choice as well as impulse buying. Their studies was carried out to understand how product packaging influence customers buying decision. The authors are Veloutsou et al, (2004); Peters- texeria and Badrie, (2007).Lifu (2003) states that poorly packaged products poses serious problem to salesmen, as they will require so many explanations to persuade the consumer to buy them. Organizations sometimes feel that they can cut cost by going for cheap attractive packaging. These types of organizations according to Lifu (2003), soon realize after the costly mistake has been made that they need good and attractive packaging.

Product packaging as it stands today, establishes a direct link with the consumers at the point of purchase as it can influence the perceptions they have for a particular brand. The attention of the customer is drawn to a product through an outstanding design. In present day marketing, coupled with stiff competition and wide application of marketing concepts, it is necessary that product permeates all aspects of marketing (Lifu, 2012)

In a study carried out by Lifu (2012), majority of respondents who were used in the study, were of the opinion that consumers are first attracted to a product by its nature of packaging. This according to them draws their curiosity in wanting to know what the product is all about and in the process, they are persuade to buy it. Also in a study carried out by Lifu (2012), majority of respondents are attracted to a product that is appealing and alluring as a result of its packaging design. He found that majority of respondents sometimes are tempted to buy a product out of impulse purchase as a result of its attractive packaging, which ensures durability and preservation. The findings confirmed the study of Richert (1974) that nearly half the items bought in supermarkets are taken from shelves on impulse. He further argued that when this occurs, the customer rely on the attractive part of the product which only happens from packaging of such products.

Similarly, Stilley, Jeffrey and Kirk (2010) also found a significant relationship between individual impulsiveness and aisles shop in grocery trips. They also found that firms that embark on good packaging style of their products are in a better, competitive edge than others who package their products shabbily. According to them in the absence of promotion, firms can easily sell their products through making their package attractive and appealing at first sight to consumers.

Stilley et al (2010) and Laforet (2011) studied product not initially planned for purchase, their study revealed that product packaging induce impulse buying. They found that consumers sometime complain of over purchasing, which in most cases leave them stranded due to unplanned estimation, and that impulse buying is prevalent when consumers are lured to buy product without pre-shipping intentions.

Bae, Nam & Kim (2011) stated that customers are more likely to purchase on impulse, when they discover a product by chance with a promotion. Consumers purchase products at times for trial purpose with the intention for regular patronage, but the impression obtained from the first purchase and consumption of the products could determined their continued patronage of the product. Balancing of good packaging with quality is necessary to sustain customers and for organization to stay in business (Terblanche, 2006)

Zhang and Wang (2010) found impulse buying to be a common phenomenon, and emphasized that negative evaluation of the product may reduce consumers loyalty and may affect repeated purchased, if the firm concerned does not pay good attention to the quality content of the product. They found consumers satisfied with the products after impulse purchase.

Summary

Although significant research have been done in this subject area, there is need to revalidate the findings of the previous study, since product packaging becomes obsolete overtime. Product packaging changes overtime and are reappraised and upgraded by the product development department of marketing according to consumers current desire. Furthermore, some of the theories propounded by the authors in the literature review has no empirical evidence and need to be validated empirically

METHODOLOGY

Survey research method was utilized in this study to collect information or data from respondents. The population of the study is all consumers in Benin metropolis. Since the number of consumers in Benin metropolis is difficult to determine due to non availability of data, accidental sampling technique was used to sample 400 customers/consumers in Benin

metropolis who came to the markets/shops for shopping, using questionnaire instrument in accordance with literature on consumer research (Veloutsou, Daskou & Daskou, 2004; Laforet, 2011). Since it is not possible to gather consumers at a time, the researcher and the field assistants stood at strategic positions and entrances as well as exits from the markets and supermarkets to administer questionnaire to individuals they came in contact with. The five popular existing markets in the metropolis (which are Uselu market, New Benin market, Santana market, Ikpoba and Oredo market), twenty super markets and ten high traffic points across the metropolis were used for the survey. Three hundred copies of questionnaire were administered to consumers that came for shopping in the five markets, while one hundred copies of questionnaire were administered to consumers in twenty super markets and traffic points across the metropolis. All the 400 copies of questionnaire were successfully administered and collected back immediately after consent was got from respondents. The questionnaire comprised the demographic characteristics of respondents and research questions to measure the influence of attractive packaging and other parameters on consumer behavior, using 5-point Likert scale. Data obtained from the administered questionnaire were analyzed using Multiple Regression. SPSS 16.0 software was the statistical software used. Descriptive method of analysis was used to analyze data using percentages. Hypotheses testing were carried out using multiple regression analysis.

The Reliability Coefficient of Questionnaire Used

The reliability coefficient of questionnaire used was .789 and this was measured using Cronbach's Alpha coefficient. Cronbach's Alpha is the most popular form of internal consistency reliability coefficient. It can test the degree of correlation between each item and establishes the internal reliability of questionnaire responses. The reliability value of each variable was measured using Cronbach's Alpha. The reliability value was above .7. It is viewed as ideal item when it is above .7 and could be used in data collection.

The scores of 30 copies pretest was .719 to .925, it means that the questionnaire was excellent and could be used to make a formal questionnaire, while the Cronbach's Alpha for actual questionnaire collection was .749 to .876, it means that the questionnaire has reliability. Both of these two tests were passed and this means that the data collected were valid and reliable enough to be used for analysis.

Model Specifications

In order to identify the determinants of consumer behavior, a multiple regression model was used.

The regression model used is specified as follows

$$CBB = \beta_0 + \beta_1AP + \beta_2VQP + \beta_3SP + \beta_4IP + \mu$$

Where

CBB = consumer buying behaviour

β_1AP = attractive packaging

β_2VQP = value and quality of packaging

β_3SP = shabby packaging

β_4IP = impulse purchasing

β_0 = intercept of the line

β_i (i = 1,2,3,4,) are estimates of the coefficient

μ = an error term measuring variation in consumer behavior unaccounted for by the independent variables.

ANALYSIS AND RESULTS

Demographic Characteristics of Consumers

Table 1: Demographic characteristics of consumers

Demographic variable	No of observation	Percentage
Age		
18 – 30yrs	102	34.0
31 – 40 yrs	92	30.7
41 – 50yrs	64	21.3
50yrs and above	42	14.0
Total	300	100.0
Sex		
Male	118	39.4
Female	182	60.6
Total	300	100.0
Education		
No education	23	7.7
Primary	48	16.0
Secondary	115	38.3
Tertiary	86	28.7
Others	28	9.3
Total	300	100.0
Occupation		

Table 1...

Student	82	27.4
Trading	41	13.6
Civil servant	74	24.6
Teaching	66	22.0
Others	37	12.4
Total	300	100.0
Marital status		
Single	178	59.4
Married	122	40.6
Total	300	100.0

Table 1 gives information on the demographic characteristics of consumers and their profile. Majority of the respondents were females constituting 60.1%, while males constituted 39.4%. The predominance of females to males is expected as they go more in shopping for domestics, cosmetics and food items among others than their male counterparts. The table also shows that majority of the consumers were within the age of 18 – 40 years (64.7%), while 35.3% consumers were within the ages of 41 and above. Information of education of consumers show that 7.7% had no formal education, 16.0% had primary education, while 28.7% had post-secondary education, and 9.3% had post-graduate qualifications. This implies that majority 92.3% of the respondents are literate and are able to respond effectively to the questions raised on the questionnaire. The information on the occupations of respondents show that students, civil servants and teachers dominated the market.

Presentation of Data Collected and used for Regression Analysis

Table 2: Distribution of responses to questions in independent variables

Variables	Strongly Agree	Agree	Undecided	Disagree	Strongly Disagree
1. Attractive packaging	95 (31.7)	145 (48.3)	5 (1.6)	34(11.4)	21 (7)
2. Value and quality of packaging	107 (35.7)	101 (33.7)	8(2.6)	47(15.7)	37 (12.34)
3. Shabby packaging	23(7.7)	34 (11.3)	3(1)	143 (47.6)	97 (32.4)
4. Impulse purchasing	80(26.7)	134 (44.7)	11(3.6)	60(20)	15(5)

Figures that are not in bracket show the number of responses and those are in bracket show the percentages of responses.

Table 3: Distribution of responses to questions on dependent variable

Dependent variable	Yes	No	No- idea
Consumer buying behavior	240 (80)	39 (13)	21 (7)

Figures that are not in bracket show the number of responses and those are in bracket show the percentages of responses.

Test of Hypotheses

Table 4: Regression Result Table

Dependent variable : Consumer buying behavior				
Variable	Coefficient	Std. error	F statistics	Prob.
Constant	3.368	.644	5.221	.000
Attractive packaging	.620	.089	6.869	.000
Value and quality of packaging	.452	.091	4.918	.000
Shabby packaging	-.367	.119	-3.054	.000
Impulse purchasing	.441	.059	7.351	.000

Source: Computer analysis from SPSS Statistical Package for Social Science version 16

R^2 .643

Adjusted R^2 .636

F – statistics 61.52] .001

Standard error .412

Hypothesis 1

The beta value shows that 1 unit increase in the value of attractive packaging would result in .620 units (62%) increase in consumer buying behavior, other variables being held constant. This is in essence entails that attractive packaging is a function of consumer buying behavior. Attractive packaging shows statistically significant unique contribution in explaining consumer buying behavior with ($P < .01$). While t – statistics of attractive packaging also accounted for significant positive variation independent variable, that is consumer buying behavior ($t = 6.869$ $P < .01$). Resultantly null hypothesis is rejected and the alternate hypothesis is accepted,

meaning that attractive packaging exerts significant impact on consumer buying behavior and have positive relationship with consumer buying behavior. This result aligns with the theory which states that attractive packaging induces consumer buying behavior and appeals to consumer at first sight.

Hypothesis 2

The beta value shows that 1 unit increase in the value of value and quality of packaging would result in .452 units (45.2%) increase in consumer buying behavior, other variables being held constant. This in essence entails that value and quality of packaging is a function of consumer buying behavior. Value and quality shows statistically significant unique contribution in explaining consumer buying behavior with ($P < .01$). While t – statistics of value and quality also accounted for significant positive variation in dependent variable, that is consumer buying behavior ($t = 4.918$ $P < .01$). Resultantly null hypothesis is rejected and the alternate hypothesis is accepted, meaning that value and quality of packaging exerts significant impact on consumer buying behavior and have positive relationship with consumer buying behavior. This result accords with the theory which states that packaging creates values and adds quality to packaging which helps consumers to make buying decision and purchase product.

Hypothesis 3

The beta value shows that 1 unit increase in the value of shabby packaging would result in -.367 units (36.7%) negative increase in consumer buying behavior, other variables being held constant. This in essence entails that Shabby packaging is a function of consumer buying behavior. Shabby packaging show statistically significant unique contribution in explaining consumer buying behavior with ($P < .01$). While t – statistics of shabby packaging account for significant negative variation in dependent variable, that is consumer buying behavior ($t = -3.084$, $P < .01$). Resultantly null hypothesis is accepted and the alternate hypothesis is rejected, meaning that shabby packaging exerts significant impact on consumer buying behavior and have negative relationship with consumer buying behavior. This result accords with the theory which states that shabby packaging dissuades customers from buying product irrespective of its quality.

Hypothesis 4

The beta value shows that 1 unit increase in the value of impulse purchasing would result in .0441 units (44.1%) increase in consumer buying behavior, other variables being held constant. This in essence entails that impulse purchasing is a function of consumer buying behavior.

Impulse purchasing shows statistically significant unique contribution in explaining consumer buying behavior with ($P < .01$). While t -statistics of impulse purchasing also accounted for significant positive variation in dependent variable, that is consumer buying behavior ($t = 7.351$, $P < .01$). Resultantly null hypothesis is rejected and alternate hypothesis is accepted, meaning that impulse purchasing exerts significant impact on consumer buying behavior and have positive relationship with consumer buying behavior. This result accords with the theory which states that consumers due to the attractive quality of packaging, sometimes buy products they do not plan to purchase. Also consumers are more likely to purchase on impulse when they discover a product by chance with a price promotion.

SUMMARY OF FINDINGS

Considering the result obtained in table 3, the individual coefficient β in each and every variables indicates a positive result with the exception of shabby packaging positive relationship lies between the independent variable attractive packaging and the dependent variable consumer buying behavior. This is consistent with the researches of Lifu (2003); Terblanche (2006), where they found that consumers are attracted at first sight to packaging style of product.

Positive relationship also exists between the independent variable value and quality of packaging and the dependent variable consumer purchasing behavior. This result is consistent with the researches of Best (2002); Lifu (2012), where they found that packaging creates values and quality to product which helps consumers decisions process.

However, a negative relationship exists between the independent variable shabby packaging and dependent variable consumer buying behavior. This is consistent with the research of Lifu (2003) where he showed that poorly packaged product dissuade consumers from buying product irrespective of its quality.

Positive relationship exists between the independent variable impulse purchasing and the dependent variable consumer buying behavior. This is consistent with the researches of Stilley et al (2010) Laforet (2011); Lifu (2012). Their study revealed that product packaging induces impulse purchasing, which perhaps leads to the purchase of products not initially planned for.

The whole analysis show that the independent variables attractive packaging, value and quality of packaging, shabby packaging and impulse purchasing influences consumer buying behavior and gives significant result at $p < 0.01$, $F = 61.12$ and $R^2 > 60$, whereas the standard error is less than 1. $R^2 .642$ shows that the model has a good goodness of fit and that 64.2% variation in the consumer buying behavior is accounted for by variation in explanatory variables,

suggesting that the model has good explanatory power on the changes in consumer buying behavior among variables. Adjusted R^2 .636 supported that the model has good goodness of fit with value of 0.636 or 63.6%. F-statistics 61.52 at 1% level indicates that the model has over all significant at traditional 1% level of significance.

CONCLUSION

It is concluded that the predictor variables, attractive packaging, value and quality of packaging and impulse purchasing has positive relationship with consumer buying behavior. Shabby packaging do not have positive relationship with consumer buying behavior. Most of the results are consistent with the literature.

RECOMMENDATIONS

Based on the research findings, the following recommendations are made.

1. When designing product package for sell, attractiveness of the packaging and quality of the product must be taken into consideration to avoid the consequences associated with poor product packaging.
2. To be able to be sustainable in present day competitive and computerized market, firms should be able to balance both packaging and quality to meet the level of cost they want as well as building customers confidence and loyalty.
3. Packaging and quality of product as a matter of necessity should be included as a major policy decision in organization.

LIMITATIONS AND SCOPE FOR FURTHER STUDIES

There is paucity of literature on the impact of packaging on consumer behavior and most of the reviewed literature are not focused on Nigeria environment. Nigerian authors should endeavour to carry out research in Nigeria environment, when studying impact of packaging on consumer behavior, so that future researchers can see where to base their argument and also contribute in building meaningful literature for further researches.

Furthermore, one of the limitations of this study was delay in returning the questionnaire by respondents. There was an assumption that respondents would complete the questionnaire correctly and in true and fair view without any form of bias, but it is not always the case, as error is introduced through lack of knowledge of subject matter and paucity of information. Refusal to return questionnaire could be another source of constraints, because no data can be obtained without respondents cooperation and perseverance.

In its scope, this study centered on product packaging which is one of the variables in the first of the four piece of marketing mix (product). It is hoped therefore that further research be carried out on advertising, which is the promotion aspect and the third of the four piece of marketing mix. The study will be wider in scope in terms of issues and geographical area covered. It will permit wider generalization and also will be useful in confirming or rejecting existing findings on issue under study.

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